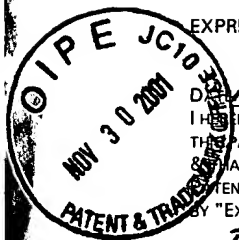


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PATENT TRADEMARK OFFICE

Docket No.: 2875/1G3421/s1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Samuel Sergio TENENBAUM

Serial No: 09/922,232

Confirmation No. 7566

Filed: August 3, 2001

For: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

PETITION TO MAKE SPECIAL

Commissioner of Patents
2900 Crystal Drive
Arlington, Virginia 22202-3514

Sir:

This is a petition pursuant to 37 C.F.R. §1.102(d) to advance the
above-identified patent application out of turn for examination. This petition is
accompanied by the fee specified in 37 C.F.R. §1.17(h).

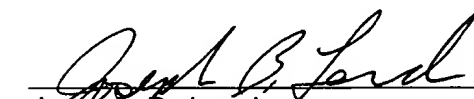
Two grounds are offered for this petition. The first one is that the undersigned has personally witnessed advertising on a prominent website on the Internet which would be an infringement of one or more claims presently in the application. It is noted that pursuant to 37 C.F.R. §1.4(2) the preceding statements in this paragraph are considered to be certified under 37 C.F.R. §10.18(b).

② The second ground for this petition is that the present application is a continuation of International Application No. PCT/US00/30987 which has been subjected to preliminary examination by IPEA/US. A copy of the International Preliminary Examination Report is enclosed. In Box V of that report, all claims are found to be novel, to involve an inventive step, and to have industrial applicability.

Every claim in the present patent application finds a counterpart in the international application. A preliminary amendment filed July 31, 2001 eliminated improper multiple dependencies, but did not change the claimed subject matter. Accordingly, the present application has already been submitted to a substantive examination and is in condition for allowance.

For all of the above reasons, it is respectfully submitted that the above-identified patent application should be examined out of turn and allowed at the earliest possible date.

Respectfully submitted,


Joseph B. Lerch
Reg. No. 26,936
Attorney For Applicant(s)

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